



FRIENDS CENTURY TWO MUSIC-ENDOWMENT FUND



Dear Friends,

In my past two decades as Grand Court Organist it has been a sheer delight to see the Wanamaker Organ being magnificently restored by curators Curt Mangel and Sam Whitcraft and the dedicated Symphonic Organ Team. While the restoration of an organ of this magnitude must be ongoing, it is ultimately a means to a musical end. That is what this Friends campaign is all about.

John and Rodman Wanamaker brought the great St. Louis Exposition Organ to their store and it was first heard 100 years ago. Of course it made a sensation. As the organ grew with the business the Wanamakers capitalized on the magnificence of music that could take place here. After their deaths, much of the largess passed away with them. But with the help of the Friends of the Wanamaker Organ and many private individuals, we have been working to put our music program back at the forefront. Among our shared accomplishments are many special concerts, the popular WRTI broadcasts—now in their fifth year—and the recent Philadelphia Orchestra triumph.

Gifts to the **Century Two Music Fund** are tax deductible to the fullest extent allowed by law, and will help us establish a permanent fund for our Wanamaker Organ music program. That fund will continue to grow and provide income far beyond our lifetimes. It will also be a resource we can enlarge through periodic fund drives. On a practical level, gifts to this fund will also allow us to buy much-needed chairs for your comfort and save us from costly rental fees when special events are held.

Can we count on you?

Cordially,

Grand Court Organist

P.S.: Pledging and contributing are easy, either with the enclosed envelope or online at wanamakerorgan.com. Look for a handy form on the website Main Page.



FRIENDS CENTURY TWO MUSIC-ENDOWMENT FUND

OUR THREE-YEAR CAPITAL CAMPAIGN
TO SUPPORT SPECIAL CONCERTS ON
THE WANAMAKER ORGAN

*Help us build up the Wanamaker Organ Music Program for the Next Century!
Please support us with a generous Three-Year pledge to our Century Two Music Fund*

What is the CENTURY TWO MUSIC-ENDOWMENT FUND?

- It's a three-year fund-raising campaign to help underwrite the costs of keeping the Wanamaker Organ as a presentation venue for world-class recitals.
- The Friends urgently needs additional endowment income to build on the high quality of our music special events, which allow the public to hear the instrument during special concerts before and after Store hours.

Dear Friends of the Wanamaker Organ,

In 2011 we celebrate the centennial of *The Reigning Monarch of All Instruments*. That year marks the 100th anniversary of the Organ's inauguration and the start of its second century of matchless musical splendor. How far we have come! One hundred years ago the Organ first played in the Grand Court at the same time as England's King George V and Queen Mary were crowned in Westminster Abbey. Later that year it pealed before 30,000 when President Taft dedicated the building.

The Organ's last 100 years of service were bookended by Philadelphia Orchestra concerts and saw major musicales with such luminaries as Vierne, Dupré, Courboin, Bossi, Stokowski, Boulanger, Chapman and Conte. To equal those achievements in the century ahead, we have some big shoes to fill, and for this centennial kick-off we're planning quite a party. But to move to the next level we need your help.






Kurt Bocco's drawing of the train that brought the Organ to Philadelphia shows how we can keep the Organ's music program on track if we all pull together.



- **Contribute Online—it's quick and easy at wanamakerorgan.com See our Home Page for details.**







A THREE-YEAR CAPITAL FUND-RAISING CAMPAIGN TO CELEBRATE THE CENTENNIAL OF THE WANAMAKER ORGAN. FUNDS WILL BECOME THE BUILDING BLOCKS OF FINANCIAL STABILITY FOR YOUR SOCIETY AS OUR *Reigning Monarch of All Instruments* PREPARES TO SING INTO ITS SECOND CENTURY.

WHAT THE FRIENDS OF THE WANAMAKER ORGAN ARE ACHIEVING NOW...

-  Sponsoring the Friends of the Wanamaker Organ Symposium program, which brings the nation's top Organ Restorers to Philadelphia to learn restoration techniques at the *Reigning Monarch of All Instruments*.
-  Presenting an exciting series of regular admission-free programs during Store Hours, including the world-class virtuosos, our annual Grand Court Organ Day and Peter Richard Conte's radio programs.
-  Publishing an unsurpassed newsletter.
-  Restoring a superb Wurlitzer in Greek Hall for special concerts and silent films.
-  Preparing special books, booklets, pamphlets, videos and recordings on the Wanamaker Organ.

To continue with these expanding activities we continue to rely on your generous support. Thank You!

WHAT WILL BE ACCOMPLISHED...

-  The purchasing of chairs for all our music presentations, saving on rental costs.
-  The establishment of a lasting fund in support of more ambitions and better funded programming on the Wanamaker Organ.
-  A source of income to bring the world's foremost artists to the Grand Court to write new chapters in our fabled music history.
-  Dedicated financial resources to help in our goal of presenting musical spectacles that use the *Reigning Monarch of All Instruments* to its utmost potential.
-  A tangible, lasting demonstration of the enormous community significance of this landmark instrument.
-  The beginnings of a permanent music-endowment fund that can grow and allow us to offer ever more ambitious presentations in the Grand Court's unsurpassed acoustics.

What if a music fund like this had been started a century ago—where would we be now? Imagine how such a fund will grow in the next century!

The Friends' Three-Year Warrant to underwrite the future



The vitality of our music program

In order for this lasting and revenue-generating endowment to provide vitally needed income-generating potential, we are looking to our membership to raise \$250,000 in three years—over and above regular annual renewal donations. Can we count on you? As always, all gifts are fully tax deductible.



FRIENDS CENTURY TWO MUSIC FUND

Herald Angel:	3 gifts of \$10,000 or more.....	\$30,000
Benefactor:	8 gifts of \$5000 or more.....	\$40,000
Leadership Circle:	10 gifts of \$3,000 or more....	\$30,000
Wanamaker Fellow:	15 gifts of \$2,000 or more....	\$30,000
Founder's Circle:	50 gifts of \$1000 or more.....	\$50,000
Sustainer's Club:	400 gifts of \$500 or more.....	\$20,000
Supporter:	250 gifts of \$200 or more.....	\$50,000

CENTURY TWO FUND THREE-YEAR TARGET...\$250,000

Dear Friends,

During the decade it has been a privilege to serve as Curator of the Court Organ, I am happy that the world's most magnificent instrument is enjoying a remarkable renaissance. That is thanks to the generosity of Macy's, the unsurpassed passion of Peter Richard Conte, the devoted support of Friends Symposium participants, and all thanks to the generosity of you all like you all over the world. The future of the Wanamaker Organ is a means to an end, which is music. The music program is the focus of the

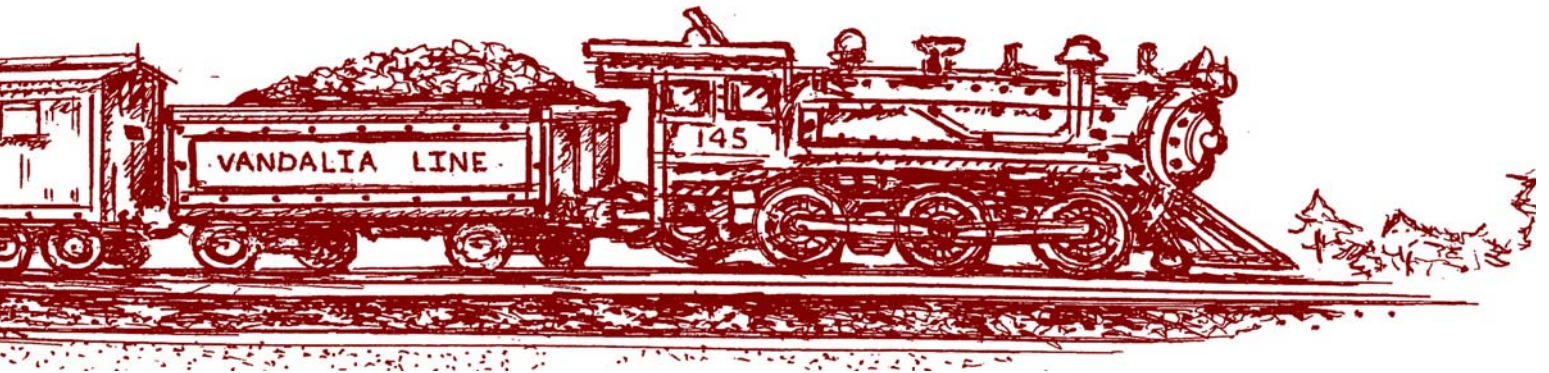
The Centennial of a cultural institution is an event of a lifetime. As our efforts to celebrate this occasion has our dependence on gifts from you. Producing concerts like 2008's 'The Organ' sustaining the Friends Symposium publications and recordings requires an enormous amount of financial support. I am confident your effort to dig deep when you pledge will make a difference.

Sincerely,

Curt Mangel
Curator

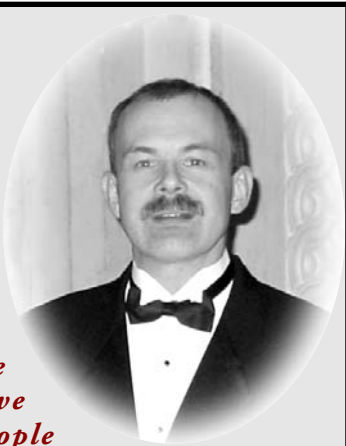
We need you

Wanamaker Organ Capital Campaign of our Concert Program



Our success depends on us all pulling together!

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...eed your help!

- Donors of \$500 or more to the Century Two Music Fund will receive a copy of the CD *The Wanamaker Organ: The Early Recordings* and a copy of the Keith Chapman 75th anniversary DVD when they become available.
- All Friends who contribute \$1000 or more will receive a CD, a DVD, a set of refrigerator magnets and a color tee shirt and have their names inscribed on a plaque placed inside the Organ, grouped by Gift levels.
- Donors of \$2000 or more may also elect to receive a private tour of the Wanamaker Organ by curator Curt Mangel. Those giving \$3000 or more may also elect to receive an opportunity to play the Wanamaker Organ after hours, provided mutually convenient arrangements can be made.
- Donors of \$5000 or more are also eligible for a lavish dinner with the Curators and Wanamaker Organist or the Fine Arts Print "The Wanamaker Organ, a Photographic Essay." All gifts will be sent (or visits arranged) when pledges are received in full.
- Throughout its twenty-year history, the Friends of the Wanamaker Organ, Inc., has confined its fund-raising to annual campaigns. With the Philadelphia centennial of the Wanamaker Organ arriving in 2011, it is important that we have endowment income to draw on as our programs on *The Reigning Monarch of All Instruments* keep ever-expanding in scope and grandeur. Help us present excellence. Thank you for your faithful support!

RODMAN WANAMAKER
FOUNDER-BUILDER